IN THE CLAIMS:

1. (canceled)

2. (previously presented) A flaky, isotropic SmFeN powdery magnet material prepared by roll-quenching a molten alloy and nitriding the alloy powder thus obtained to form a magnet alloy; the magnet alloy having an alloy composition of the formula, by atomic %:

 $Sm_xFe_{100x-y-v}M^1_yN_v$

wherein M^1 is at least one member selected from the group consisting of Hf and Zr; $7 \le x \le 12$ and $0.1 \le y^1 \le 1.5$ and $0.5 \le v \le 20$, a TbCu₇ crystal structure, and flakes with a thickness of 10-40 μ m.

3. (previously presented) A flaky, isotropic SmFeN powdery magnet material prepared by roll-quenching a molten alloy and nitriding the alloy powder thus obtained to form a magnet alloy; the magnet alloy having an alloy composition of the formula, by atomic %:

 $Sm_xFe_{100-x-z-v}M^2_zN_v$

wherein M^2 is at least one member selected from the group consisting of Si, Nb, Ti, Ga, Al, Ta and C; $7 \le x \le 12$, $0.1 \le z \le 1.0$ and $0.5 \le v \le 20$, a TbCu₇ crystal structure, and flakes with a thickness of 10-40µm.

4-7. (canceled)